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Signature 

PATENT

ATTORNEY DOCKET No. 104.025

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of: ) Examiner Retta, Yehdega  
John W. DANIEL and Ken R. Powell ) ) Art Unit 3622  
Serial No.: 09/825,938 )  
Filed: April 5, 2001 )  
For: SYSTEMS AND METHODS PROVIDING )  
RETAILER-SPECIFIC PRODUCT )  
PROMOTIONS FUNDED BY )  
MULTIPLE MANUFACTURERS )  
(amended title) )

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

**RESPONSE  
AND  
REQUEST FOR ONE MONTH EXTENSION OF TIME**

This is a response to the Office Action mailed September 29, 2004.

The period for response to the Office Action is extended to January 29, 2005 by a request for a one month extension of time made herewith. Please charge the required Fee of \$110.00 to the undersigned attorney's Deposit Account No. 10-0077.